



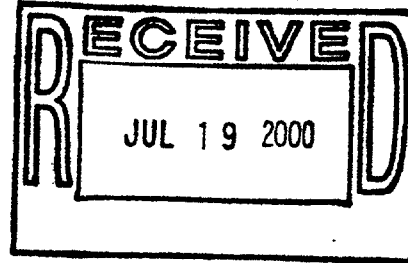
The Future in Natural Foods

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July 10, 2000

Office of Special Nutritionals (HF-450)
Center for Food Safety and Applied Nutrition
Food and Drug Administration
200 C Street SW
Washington, DC 20204



Re: 21 U.S.C. Section 343(r)(6), Notification of Statements on Dietary Supplements

Dear Sir/Madam:

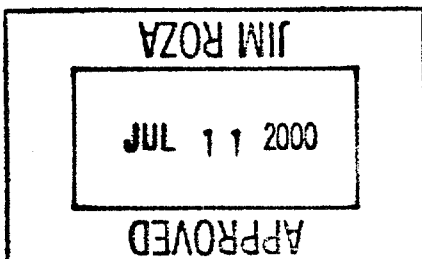
I hereby notify the Food and Drug Administration ("FDA") of the use of statements of nutritional support in the labeling of DHA-250, a concentrated fish oil product.

Statements being made in the labeling of DHA-250

- (1) DHA is the primary structural fatty acid in the gray matter of the brain and retina of the eye. Scientific studies conducted primarily on healthy infants, young children and developing fetuses indicate DHA supports mental and visual functions in humans.

To the best of my knowledge, and based upon information and belief present at the time of the executing of this notice, I certify that the above information is accurate and complete. NOW Foods possesses substantiation that the statements are truthful and not misleading.

Jim Roza
Director, Quality Assurance
NOW Foods
395 S. Glen Ellyn Rd.
Bloomington, IL 60108



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